

ABSTRACT OF THE DISCLOSURE

A system for electronic business transactions enabling purchases in an online environment to be picked up locally. Participating merchant(s) manipulate the particulars of products offered such as price, quantity available and time allotted each offer. The purchaser views products via server generated web pages. Merchants manipulate particulars of said products via web pages within the network which allow specific particulars to be editable by said merchant and displayed to the potential purchaser. The potential purchaser enters a locality identifier such as zip code to retrieve options from involved merchants for purchase and then pick up in the preferred locality. An interactive electronic environment is created.